THE PENNY POST of LONDON.

FOR the Accommodation of all that Correſpond with any Perſons in *LONDON*, a Contrivance is ſet on foot in that City, for Conveyance of Letters, *&c.* Called, *THE PENNY POST.*

Mr. *Dockwra* and Partners, the Undertakers of that Deſign, having appointed Meſſengers (who have given Security for their faithful performance) to attend daily from Seven of the Clock in the Morning, till Ten at Night, in all parts in and about the Town, for Conveying any Letters or Parcels, not exceeding a Pound weight (or Ten Pounds in value) from one place to another, be it farther or nearer, in any parts of *London*, *Weſtminſter*, *Southwark*, and parts adjoyning, as the perſon that ſends them ſhall direct; and this to be done for *One Penny* each Letter or Parcel, to be paid by the party that ſends; and nothing will be demanded or taken (if offered) by the Meſſenger at the Delivery thereof.

Now though the Limits of this Conveyance by *The Penny Poſt of London* extend no farther than in and about that City, yet the Uſefulneſs of it is unlimited and infinitely extenſive. For as Negotiation and Commerce from all parts of the World centers in *London*, ſo not a Dealer or any other Perſon, either in any part of *England* or the World in general, that ſend Letters to *London*, either by Land or Water, but may be accommodated by *The Penny Poſt*: For when Letters are brought to *London* from ſuch remote places as have no conveniency of ſending by the *General Poſt*, there often happens either far greater trouble or charge in conveying them from one part of *London* to the other; that is, from the hand that brings them to Town, to the perſon to whom they are directed, then there was in conveying them from the remoteſt part of the Kingdom to *London*; which inconvenience the ſaid *Penny Poſt* remedies, by handing them ſafe for *One Penny a piece*, as aforeſaid.

To reduce it to practice, Any perſon that would ſend a Letter by a Friend to London, *muſt ſend a* Penny *with it to pay the* Penny Poſt; *and likewiſe if more than one, then as many Letters, ſo many Pence muſt alſo be ſent for the ſame end. And the Letters and Money muſt be wrapt up together in one Cover, faſt ſealed and directed to Mr.* William Dockwra *and the reſt of the Undertakers of the* Penny Poſt. *And being ſo directed, will be taken in free at any* Penny Poſt Houſe *of* London *without any thing demanded. There being many Hundreds of* Penny Poſt Houſes *in and about the City, ſo diſperſt in all parts, that there is one ſtill ready at hand in every part of the Town, well-known to the Neighbourhood, to accommodate all that have occaſion; from whence the Letters are immediately conveyed away as directed.*

☞ All Perſons are to write ſuch plain and full Directions, of Sign, Trade, and Place, whereby their Friends may readily be found. And to take notice, If they do not ſend *a Penny* encloſed, their Letter will lie undelivered.

London, Printed by *Tho. James* at the *Printing-preſs* in *Mincing-lane*. 1683.

The Practical Method

OF THE

PENNY-POST:

Being a Sheet very neceſſary for all Perſons to have by them,

For their Information in the Regular Uſe of a Deſign ſo well Approved of, for quickening Correſpondence, Promoting Trade and Publick Good.

With an Explaination of the following Stamps, for the Marking of all Letters.

Hereas *William Dockwra* of *London* Merchant, and the reſt of the Undertakers, (who are all Natives and free Citizens of *London*) out of a ſence of the great benefit which would accrew to the numerous Inhabitants of this Great City, and adjacent parts, (with hopes of ſome Reaſonable Encouragement hereafter to Themſelves) have lately ſet up a *New Invention* to convey Letters and Parcels, not exceeding One Pound Weight, and Ten Pounds in Value, to and from all Parts within the Contiguous Buildings of the Weekly Bills Mortality for a Penny a Letter or Parcel, whereby Correſpondency, the Life of Trade and Buſineſs, is and will be much facilitated; and having for above a year paſt, with great pains, and at ſome Thouſands of Pounds Charge, reduced the ſame into Practice, which does manifeſtly appear to be for the Publick Good; yet as all new Deſigns at firſt uſually meet with Oppoſition and great Diſcouragements, rarely (if at all) proving beneficial to the Firſt Adventurers, ſo hath this alſo incurr'd the ſame Fate hitherto, eſpecially from the Ignorant and Envious; but the Undertakers do hope that all People will be Convinced, by time and experience, which removes Prejudice and Errors, and renders all New Undertakings Compleat; for the Attainment of which good Ends, they have with great Induſtry, much expence of time, and at a Chargeable Rate, made ſuch Alterations in their former Methods, as (they hope) will now give Univerſal ſatisfaction. And whereas there has been much Noiſe about the pretended Delays and Miſcarriage of Letters going by the *Penny-Poſt*, which has riſen through the great Miſtake and Neglect of other People, as the Undertakers can ſufficiently Evidence, by many Authentick Certificats which they have ready to produce, for the Juſtification of their due Performance in General, yet has there been ſo many Cauſleſs and Unjuſt Reflections caſt on ſo Uſeful an Undertaking, that they hold it highly Neceſſary to undeceive the World, by ſhewing ſome of the grounds from whence they ſpring, *viz.* Some Men ſuppoſe, and confidently Alledge their Letters are Miſcarried, (or at leaſt Delayed,) becauſe they have not always an immediate Anſwer, when perhaps

the Party is not then at Leiſure to write, or for private Reaſons unwilling, or in the Country,) or removed to ſome other part of the Town, where the Meſſengers cannot upon the ſtricteſt enquiry Learn or find him out; beſides ſome Men will not in many Caſes own the Receipt of Letters duly Delivered into their hands, or in their abſence left for them at their Reſpective Houſes or Lodgings, eſpecially where they are Dun'd for Money, which they either will not or cannot Pay.

Some Complain of Delays of Letters, though in their Abſence they were duly left for them, and through the careleſs Neglects of Servants, and others (to whom they were Deilvered, have been miſlaid and detain'd many Hours (ſomtimes Days) and to excuſe their own fault, do Charge the Delay upon the *Penny-Poſt*, pretending the ſaid Letters were but then brought; which the Stamps of the Hour will now detect.

It very often falls out that many Perſons that have written, do not always put in or ſend their Letters to the *Penny-Poſt* at the ſame inſtant, but ſometimes long after, an Hour, Two or Three, nay the Day after the Letters have been Dated; which upon the Delivery is Charged as a delay proceeding from the Office; which miſchief People might eaſily Prevent, if they would pleaſe to be punctual and juſt, in ſetting the Day of the Week, and exact Hour of the Day under the Subſcription, agreeable to the time the ſame was really put in, at the Receiving Houſe.

As for Example, { *Mond.* *Mor.* 9. 10. } { *Wedn.* *Aft.* 3,4,5.

Alſo Letters that Men ſometimes ſend by Porters to ſeveral Parts of the Town, after they have Idely (perhaps in an *Ale-Houſe*) kept them ſome Hours in their Hands, and have Receiv'd 4 *d.* 6 *d.* or 12. *d.* for Carriage of them, have been put in by them to be Conveyed by the *Penny-Poſt*, (their Stamps of Delivery appearing upon them,) which has Cauſed much Reflection upon the Office, as if the delay proceeded from Neglects therein.

Others intruſting Boys and other Servants to Deliver their Letters at the Receiving Houſes, are often deceived by their Deſtroying ſuch Letters to keep the Money, though ſo trivial, and by their Loytering and long Delay before the ſame be left by them, time is loſt, all which is unjuſtly Charged on the *Penny-Poſt*.

There are many other Cauſes of Delays of Letters, which yet ought not to be Charged on the Office, as when Directions are not ſo plainly Written (as they ought to be,) and when they are very ill Directed, Perſons that write do frequently omit to mention the Trade and Sign, or near what Place, Lane, Church, Remarkable Publick Houſe, or Tavern, *&c.* which is altogether Neceſſary every where; but eſpecially in long Streets and large Places, ſuch as are in this great City and Suburbs, as the *Strand*, *Covent-Garden*, *Thames-ſtreet*, *Wapping*, *Southwark*, &c. all which occaſions not only Delays, but Expence of the Meſſengers time to ſeek out, and enquire for the Parties, but often times ſuch Letters lie Undelivered, it being ſometimes impoſſible by the moſt Acute Interpreter to Read, much leſs find out how, or where to Deliver them, and ſuch ſhort, imperfect and blind Directions, (as are, more or leſs, daily ſent to go by the *Penny-Poſt*) beget them great Trouble, much Vexation, and unjuſt Diſparagement.

Furthermore, Moſt Letters that are ſent to Carriers and Stage-Coaches, are rejected at the *Inns* for want of two pence, which they require for Carriage, and often times abuſe the Meſſengers that offer them; therefore all Perſons are Deſired to take Notice thereof, and either to ſettle the Receipt with Carriers, Coachmen or others, to take them without Money, (by agreement) or to ſend Two Pence for the future, and Endorſe upon ſuch Letters, Carriage Paid 2 *d.*

As for ſuch as Object the Miſcarriage of their Letters, becauſe not come to hand, they are under the greateſt miſtake of all; for if they pleaſe to ſend or come to the Cheif Office in *Lyme-ſtreet*, they ſhall find them there, remaining under their proper Alphabetical Letter, Endorſed with the True Reaſon why they could not be Delivered, though the Meſſenger has ſpent thrice the due time to find them out, which at laſt has not been poſſible to do, by Reaſon of ſuch bad Directions, and for want of Money at *Inns*, as before mentioned; but theſe Letters lie ready for any that ſhall pleaſe to call or ſend for them by the *Penny-Poſt*, though every ſuch Letter has cauſed Scandalous and unjuſt Reflections on the Undertaking, among thouſands of Perſons firſt and laſt, yet the *Penny-Poſt* has been altogether innocent.

Now for Remedy of divers of the forementioned Miſchiefs, and to prevent the further ſpreading of miſtaken Reports of the Delays and Miſcarriage of Letters, which has not only tended greatly to the Prejudice of the *Penny-Poſt*; but to the hinderance of the Inhabitants from Embracing the great Benefit that they might have received, by the Uſe of this Conveyance.

The Undertakers have provided the Stamps aforeſaid to Mark the Hour of the Day on all Letters when ſent out from their Office to be Delivered, and all Perſons are to expect their Letters within one Hour (little more or leſs from the time Marked thereon,) (excepting ſuch Letters as are to the four Out-Towns, and the Remoteſt Parts,) which neceſſarily require a longer time of Conveyance, by theſe they may be able from time to time to diſcern, whether

ther the delays that hereafter may happen, be really in the Office, or in their own Servants (or others,) with whom their Letters were left in due time.

This Mark ſignifies Eight of the Clock in the Morning.

The Second Mark is the Letter of the Chief Office in Lyme-ſtreet.

The Third Mark ſignifies Four a Clock in the Afternoon.

Each Office having its proper Letter, with an acknowledgment that the *Penny-Poſt* is paid, to prevent the giving of any thing at the Delivery, and for the more Regular Diſpatch and Conveyance, the ſaid Undertakers have Directed the Hourly Collecting and Delivery of all Letters, from Seven in the Morning, till Nine at Night on Poſt Nights, allowing all Perſons an Hour to ſend in their ſaid Letters or Parcels, and the Office an Hour to Collect, bring in, Sort and Diſtribute the ſame; That is to ſay, all Letters and Parcels given or left at any *Penny-Poſt*-Houſe after Seven at Night, and before Eight in the Morning, are by the Office Collected, brought in, Sorted, and ſent out ſoon after Nine, all Letters left betwixt the Hours of Eight and Nine, are brought in, ſorted, and ſent out by the Office ſoon after Ten, and ſo ſucceſſively every Hour in the Day, till Eight of the Clock at Night.

All Letters left as before, betwixt Seven and Eight in the Evening, are Collected, brought in, ſent out, and Diſtributed ſoon after Nine, (to the neareſt, but not to the Remoteſt Parts, as *Blackwall*, *Redriff*, &c.) that Night, but no Letters left after Eight can be aſcertained to be Delivered at all that Night, (except Poſt-Letters to *Lumbard-ſtreet*,) and indeed very late Delivery of Letters is a great diſturbance to the Inhabitants, beſides the great Toyle and Slavery that it procures to the poor Meſſengers.

Yet Letters coming too late at Night, ſhall be by Seven next Morning ſent out, and Deliver'd by Eight, and ſometimes ſooner; where Note he that leaves his Letter immediatly after Seven, is Diſpatcht no ſooner than that Letter which is put in juſt before Eight, and if any Man ſlips the time, and defers the putting in his Letter, but a very little while after Eight, his Letter by theſe Rules muſt lie an Hour extraordinary, till Nine, before it can be Collected; ſo that for want of due conſideration how Letters proceed, the unthinking People do miſreckon, and expect their Letters ſhould be run away with as ſoon as left, whereas by the very miſtiming it, two Hours, nay three, in ſome Caſes, may be loſt through their own default, and thoſe that be orderly left by theſe Methods, muſt have allowed ſome two, ſome three, ſome four hours and more before they can be Delivered. All Perſons are therefore deſired to contrive their Buſineſs ſo beforehand, as to allow reaſonable time for Conveyance as aforeſaid, and they are deſired not to leave any Town Letters after Six a Clock at furtheſt in Winter, and Seven in Summer (on Saturday Nights eſpecially) except Poſt-Letters, to the end that the many Poor Men who are Imployed in this Service, may have a little time to provide for their Families againſt the Lords-Day, having no leiſure all the week beſides.

But all Letters to the four Towns of *Hackney*, *Iſlington*, *South-Newington* and *Lambeth*, and to the Remote Parts, muſt be left much earlyer, or they will not be Delivered till next Morning, and if any Perſon in the four Towns do deſire their Letters to be brought to their Houſes they may for another Penny be Accommodated; otherwiſe they will be left at the Receiving Houſes, to be ſent for by their own Servants. And all People are hereby given to underſtand that no Letters will be carried to any parts of the Weekly Bills of Mortality, further then the adjoyning or contiguous Buildings, nor to any other Town then the Four above-mentioned.

☞ *Note that upon the Three Days at* Chriſtmas, *the Two Days at* Eaſter *and* Whitſuntide *and the Thirtieth of* January, *the* Penny-Poſt *does not go.*

On all Poſt Nights, due Care is taken to call for, and Convey to the General Poſt-Houſe in *Lumbard-ſtreet*, all Poſt-Letters, whether Foreign or Inland, left at any of the *Penny-Poſt* Receiving-Houſes, at or before Nine of the Clock at Night. And ſince the Carriage of Town Letters doth not near Anſwer the neceſſary Charge required to ſupport this Undertaking, the Undertakers do hope, that all Perſons will ſo far Contribute to the Continuance of this Uſeful Deſign as to ſend all their Poſt-Letters by this Conveyance, to the Poſt-Houſe in *Lumbard-ſtreet*, which they do not Convey thither by Themſelves or Servants, but if any Poſt-Letters be left without Money, that ſhould pay before-hand, they muſt of neceſſity be Returned to the Office, and ſuch as do ſend Money, are deſired to Endorſe the Poſtage Money upon their Letters.

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And foraſmuch, as there has been ſundry Attempts to Cheat the Undertakers of many pounds, by falſe Endorſements of Money, and pretences of Loſs of other things ſent in ſmall Parcels, which really never were ſent at all, (an ungrateful return for the Undertakers kindneſs, ſuch Perſons having been ſhamefully Detected, and thereby the *Penny-Poſt* as throughly juſtified.

The Undertakers therefore, for ſome Expedient to prevent ſuch Evil Deſigns againſt them, do Declare, that for the Future, They will not be Anſwerable for any Goods or Money, ſent by them, but what is faſt made up, and Sealed under ſuch an Impreſſion, as is plain to be ſeen, and that the Contents or the Value thereof be Endorſt fairly to be Read on the out-ſide. To the end they may know with what they are Charg'd, (excepting ſuch Parcels, as the Contents are open and viſible) nor will they make good any Breaking, or Damage of Choice and Curious Things; nor Glaſſes or Liquid Matter ſent by them, it being altogether unreaſonable, that ſuch things as are brittle or ſubject to damage ſhould be carried 2,3,or 4 mile at the Adventure of the Undertakers for one Penny, to be liable to Pay Five ſhillings or Five Pounds damage, but all Perſons ſhall be ſure to have the honeſt Endeavours of the Meſſengers, to preſerve them, as much as in them lies from breaking, or any other hurt, and of ſafe Delivery thereof, breaking and damage only excepted. It is alſo hereby ſignified, that the Undertakers, by Packets or Parcels under a Pound Weight, do not intend to accept Things of extraordinary Bulk, as ſome have been ſo unreaſonable often times to offer to ſend by this Conveyance.

Theſe being ſome of the Practical Methods of the *Penny-Poſt*, all Perſons are Deſired to Conſider how far they may be Applied, or made Uſeful to themſelves in their Reſpective Occaſions, that they may not through their own miſtakes meet with Diſappointment, eſpecially in expecting to go in leſſer time than it is Practical by theſe Methods, and thereby Cauſeleſly Reflect on the *Penny-Poſt*; and it is hoped, that all Ingenious and Worthy Perſons for the Future will be ſo kind to the Undertakers, (and good Friends to the Publick) as to Encourage them in their Honeſt and Uſeful Deſign, by all Lawful ways and means; and to Diſcountenance all thoſe that are ſo Envious and Brutiſh, as by Word or Deed to Oppoſe the good Progreſs thereof, and Diſcourage all that ſhall Attempt to intrude the like Practice, to the hinderance of the preſent Undertakers, who have firſt Erected this Publick Conveniency at their own great Hazard, Pains and Charge.

There ſhall be now hinted ſome of the Conveniencies of this Uſeful Undertaking of the Penny-Poſt.

All Gentlemen, Countrey-Chapmen, *&c.* can give notice of their Arrival to Town.
Shopkeepers and Tradeſmen ſend for what they want to their Workmen.
Much time ſaved in Sollicitation for Money.
Appointments of Meetings among men of Buſineſs.
Bills diſperſed for Publication of any Concern.
Summons or Tickets convey'd to all parts.
Brewers Entries ſafely ſent to the Exciſe-Office.
Lawyers and Clients mutually correſpond.
Patients ſend to Doctors, Apothecaries, *&c.* for what they want.

All the Town npon the River of *Thames* may ſend by their Watermen Letters to be deliver-
d to the Receiving-Houſes of the *Penny-Poſt*, near to moſt Plying-Places, from whence they
ill be diſperſed according to their Directions, and Letters from *London* to be delivered to the
Vatermen, to ſend to the ſaid Towns.

And the Poor Priſoners can now addreſs to their Creditors or Benefactors for one Penny,
d ſave 5 *d.* to buy them a Dinner.

Many other Benefits are to be had by this Conveyance, which (though for brevity omitted)
e Ingenious will find out.

The Intention of the Undertakers in this Sheeet, being chiefly to preſent to the Publick the
ature of this thing in its Practice; but hereafter they do intend to publiſh a larger Satisfa-
on to all the Impartial; not doubting to demonſtrate undeniably the Univerſal Utility of this
xecution, and the Unreaſonableneſs and Invallidity of all the Objections hitherto alledged
ainſt it.

Laſtly, If any Perſon deſire further Information, or would communicate any thing to the
ice, if they pleaſe to write to the Chief Houſe in *Lyme-ſtreet*, they ſhall be Anſwered to
reaſonable and juſt Content, and their Letters ſhall be taken in free by the Receivers, pro-
ed they be thus Directed,

To Mr. Dockwra, *and the reſt of the Undertakers, at the Penny-Poſt Houſe in* Lyme-ſtreet.

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ondon, Printed by *George Larkin*, in *Scalding-Alley* in the *Poultrey*. 1681.